



April 2021

Intel® GEH Initiative Partner Resources Catalog



intel.
partner
alliance

Dear Partner

Knowledge is power. The Intel® Partner Alliance is your one-stop destination for everything you need to support your sales in the government, education, and healthcare markets. It's how you can build your knowledge of Intel's solutions and see how they solve common—and not so common—challenges within the language and context of your customers.

At Intel we are deeply immersed in these challenges and not only have the next-generation solutions your clients and prospects are craving, but have the resources you need to build a more prosperous business. But, the Intel Partner Alliance isn't just about selling: it's about connecting the challenges your customers have with the powerful, relevant solutions we provide—together.

The comprehensive yet concise courses and resources you'll find described in this catalog will provide you a clear understanding of your customers' pain points and the opportunities to provide meaningful solutions. This knowledge, empathy, and perspective will reinforce your credibility and give you an edge that most providers simply don't have: making you a customer's ultimate partner along an ever-evolving journey to mutual success!

Warm regards,

Gregg Descheemaeker
Director, U.S. SLED

Different Roles

Different Needs

Same Page



Learning Should Be Personal

In the classroom, personalized learning allows teachers to address skill deficits and provide opportunities for deeper exploration and more immediate feedback. The result? An entire classroom that feels valued and takes responsibility for learning: gaining knowledge and freely sharing it with others.

Intel® Partner Alliance resources and trainings bring the power of personalized learning to you and your partners. Every client and prospect arrives with unique challenges, backgrounds and contexts, so your technology knowledge must continue to adapt and evolve.

The rich selection of courses, resources, categories, and levels available allows you to take true ownership in your reseller education. And this ownership will continue to open doors for you throughout your career.

These partner resources have been organized into helpful subject-specific categories based on the unique needs and challenges of your clients and prospects. Knowledge is power: so get on the right track and win big!

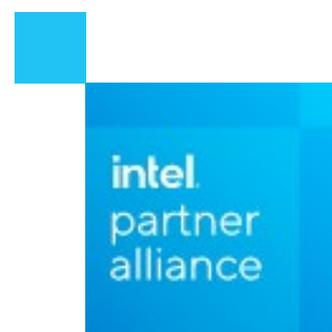


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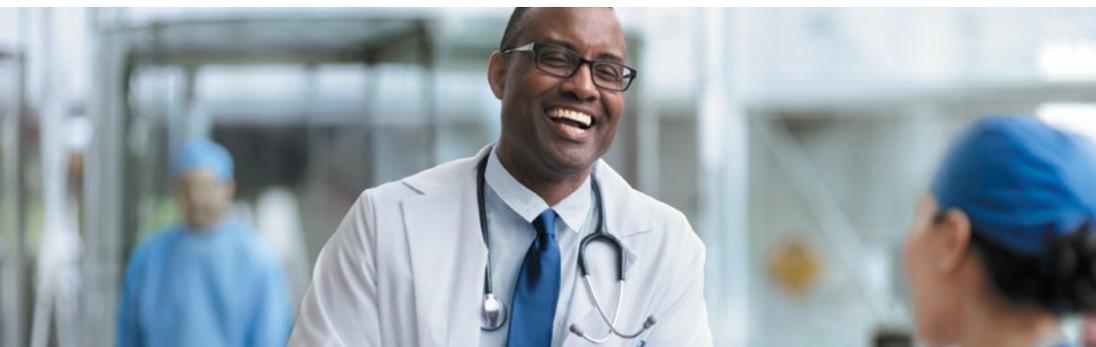


**Federal
Government**

**State & Local
Government**



**Healthcare &
Life Sciences**





K-12 Education



Stimulus and American Rescue Plan Funding

Overview of the American Rescue Plan and K-12 Education | Job Aid

The \$1.9 trillion American Rescue Plan (ARP) signed by President Biden on March 11th provides a crucial windfall to state departments of education and school districts affected by expenses and lost funds due to the COVID-19 pandemic. The over \$120 billion education dollars provide relief to those most impacted, including lower socioeconomic and minority populations.

[PDF RESOURCE](#)



K-12 Education 101

Introduction to Selling Intel-based Solutions in the U.S.

New to the U.S. K-12 education market? No worries: this comprehensive overview brings you up to speed, exploring the key issues, stakeholders, and processes of ed-tech procurement.

[ONLINE COURSE](#)

Who's Who in U.S. K-12 Education

Selling to K-12 education means having a firm grasp of the needs, expectations, and challenges of a variety of stakeholders: everyone from administrators and principals to parents and teachers! Knowing who's who will help you better anticipate stakeholder concerns during all phases of the sales cycle—from prospecting to closing.

[ONLINE COURSE](#)

Fostering Engagement During K-12 Virtual Learning in the U.S.

Virtual learning has tasked educators with utilizing a wide variety of tools to create engaging content and resources in an ever-changing environment. In this course, you will learn how Intel is helping educators better leverage technology to support students in online, virtual, and hybrid learning models.

[ONLINE COURSE](#)

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101

Working
with Intel

Esports in
K-12

Intel
Skills for
Innovation

The Value of Working with Intel

U.S. K-12 Virtual Learning Resources from Intel

The course is designed to familiarize you with Intel's K-12 resources. The contents are drawn from a variety of Intel-published materials to provide you with the background knowledge to understand specific challenges faced by districts, schools, educators, parents, and students.

[ONLINE COURSE](#)

The Right Chromebook for U.S. K-12 Virtual Learning

In K-12 education, it all comes down to the right device. This comprehensive course will familiarize you with the resulting data and recommendations from Intel's August 2020 Chromebook device study: The Right Chromebook for Virtual Learning.

[ONLINE COURSE](#)

The Right Windows Device for U.S. K-12 Virtual Learning

Educators and students need dependable, secure, and flexible devices now more than ever. This course will familiarize you with the resulting data and recommendations from The Right Window's Device for Virtual Learning published in July 2020 and commissioned by Intel. With this crucial data, sellers will be equipped for meaningful conversations with customers regarding how processor performance affects teaching and learning, especially in virtual environments.

[ONLINE COURSE](#)

The Right Chromebook for K-12 Virtual Learning | Abstract

How processor performance impacts teaching, learning, and total cost of ownership.

[PDF RESOURCE](#)

The Right Windows Device for K-12 Virtual Learning | Abstract

How processor performance impacts teaching, learning, and total cost of ownership.

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Making the Connection | Job Aid

How Intel-based Infrastructure, Security Features, and Device Solutions Support Remote Teaching and Learning.

[PDF RESOURCE](#)

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Esports in
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Esports in K-12

Introduction to Esports in U.S. K-12 Education

Esports in K-12 is an incredible opportunity for resellers and those in the channel for a variety of reasons. With this engaging overview, you'll better understand esports and the opportunity it holds for your K-12 education customers and business.

[ONLINE COURSE](#)

Intel Technologies Powering U.S. K-12 Esports

In esports, performance can make the difference between victory and defeat. Led by Michael Harrison, Director of Education Sales for Intel, this compelling overview helps resellers to better understand Intel's engagement with competitive esports and the K-12 esports opportunity.

[ONLINE COURSE](#)

K-12 Esports Selling Strategies for U.S. Partners

Scholastic esports reveals countless opportunities for students seeking 21st Century skills and potential careers. Likewise, esports provides lucrative opportunities for resellers! Laylah Bulman, Director of Strategic Partnerships with NASEF (North American Scholastic Esports Federation) shares valuable strategies and tips for qualifying leads when engaging in K-12 esports conversations with potential customers.

[ONLINE COURSE](#)

Esports at FUSD | Case Study

California's fourth largest school district, Fresno Unified embarked on a bold, trail-blazing journey in the fall of 2018: to offer full-scale competitive esports across the district, packed with talented players and opening doors for college scholarships.

[PDF REVSOURCE](#)

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